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ABSTRACT

This report presents the results of a community survey which attempted to determine the demand for another college in the Los Angeles Community College District. The function of this "community campus" or "external college" would be to serve members of the community who are not already served by the eight existing colleges. Questionnaires received from 699 community residents showed that: (1) nearly three-fourths indicated that they would be interested in enrolling in a course, with over half indicating interest in pursuing an AA degree through this college; (2) over three-fourths had enrolled in a TV class for credit; and (3) courses for which over halr of the total group indicated some or much interest were American literature, anthropology, Spanish, history, philosophy, psychology, sociology, and vocabulary building. In summary: (1) there is a market for the "external college;" (2) the proposed use of cassette-mail mode of instruction should be tried at least on a pilot basis; and (3) traditional liberal arts courses are probably the appropriate ones to offer initially. (RN)



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LOS ANGELES CITY COLLEGE

"EXTERNAL COLLEGE SURVEY"

Research Study #72-14

Ben K. Gold Research Office October, 1972

UNIVERSITY OF CALIF.
LOS ANGELES

NOV 7 1972

CLEARINGHOUSE FOR JUNIOR COLLEGE INFORMATION



"EXTERNAL COLLEGE SURVEY"

PURPOSE OF THE STUDY

Under consideration in the Los Angeles Community College District at the present time is a proposal to establish a ninth college, tentatively designated as the "Community Campus" or the "External College." Its function would be to serve members of the community who are not served, for one reason or another, by the current eight fixed-location colleges. This new college would serve the community by means of open-circuit and/or closed circuit television, tape cassettes by mail, and possibly mobile locations for classes and/or other techniques not typical of the traditional classroom. Some of the groups to be served by this external college might include retired persons, house-wives, persons in institutions, and others for whom physical presence on a campus presents a difficulty.

As one of the first endeavors in the formative stages of the project, a community survey to obtain some estimate of the demand for this type of venture was thought desirable. The Research Office was therefore requested (by the College President and Dean of Instruction) to conduct such a survey.

PROCEDURE OF THE STUDY

To obtain this first estimate of community interest in the "External College" concept, a questionnaire and covering letter were devised and submitted to the Dean of Instruction and staff of the Instructional



PROCEDURE OF THE STUDY (continued)

Television Office. The questionnaire was then revised and mailed to about 1,700 community residents. Names selected for this mailing were selected randonly from a composite list of some 10,000 names and addresses furnished by the ITV and Community Services Offices.

Responses were sent to the LACC Research Office and there analyzed, with the assistance of the LACC Data Center. The Research Office is indebted to staff of the ITV Office for assistance in sampling and mailing.

FINDINGS

Questionnaires were mailed in late August. Those received by October 6 are included in the analysis which follows. Of the 1,700 (approximately) questionnaires mailed, 699 were completed and returned in time to be included in this report. Thus the response rate is slightly over 40%.

In no sense can the responses be considered representative of the overall community. The lists used for selecting the sampling included names of persons who had indicated some kind of interest at some time in Los Angeles City College. It was felt that at this juncture it would be more useful to get some direction as to types of courses to offer from a group biased toward the college than to conduct a more difficult and time consuming broad community survey.

Table 1 presented below indicates responses of the total group of respondents to the questions on the survey instrument. Figures are given in percents, with the number of persons answering the question indicated in parentheses.

Table 2 summarizes responses for the total group and for thirteen subgroups, as follows:



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FINDINGS (continued)

- (1) males
- (2) females
- (3) persons forty years of age and under
- (4) persons over forty years of age
- (5) persons working full-time
- (6) students
- (7) housewives
- (8) persons who have a cassette tape player
- (9) persons who do not have a cassette tape player
- (10) persons who have enrolled in a TV class for credit
- (11) persons who have not enrolled in a TV class for credit
- (12) persons interested in earning an AA degree through the proposed "external college"
- (13) persons not interested in earning an AA degree through the proposed "external college"

Tables 3 and 4 permit a more detailed look a: course preferences. Table 3 ranks the proposed courses in order of their mean values for preference (1 = no interest, 2 = some interest, 3 = much interest) for the total group and for the thirteen subgroups. Table 4 show the percent of each group indicating either "some interest" or "much interest" in the course.

Respondents were requested to suggest additional courses to be considered. A total of 677 courses were indicated. Table 5 categorizes these "write-in" responses.



Page 4.

TABLE 1 - Responses to External College Survey (Total Group, N=699)

- 1. Your sex: (695) Male 29.5% Female 70.4%
- 2. Your age: (696) Under 21 <u>5.2%</u> 21-25 <u>8.0%</u> 26-30 <u>12.6%</u> 31-35 <u>14.2%</u> 36-40 <u>12.2%</u> 41-45 <u>14.4%</u> 46-50 <u>11.6%</u> over 50 <u>21.7%</u>
- 3. What is your primary activity? (687)

 working full-time 58.5% student 13.4% housewife 20.1% Armed

 Forces 0.1% looking for work 1.7% retired 2.2% other 3.9%
- 4. If employed, how many employees are there in the place where you work? (484)

 less than 10 15.7% 11-50 31.4% 51-250 26.7% 251-1000 10.5%

 over 1000 15.3%
- 5. Do you have a TV set? (696) yes, color 63.2% yes, black and white only 35.3% no 1.3%
- 6. Do you have a cassette tape player? (695)

yes 53.7% no 45.6%

7. Have you ever enrolled in a TV class for college credit? (693)

yes 78.1% no 21.4%

8. Do you think you personally would be interested in taking a course in the "External College"? (695)

yes 72.7% no 20.3% maybe 6.6%

9. Do you think you might be interested in earning an AA degree through the proposed 'External College'? (670)

yes 52.7% no 35.1% not sure 1).9%



Page 5.
TABLE 1 (continued)

| <u>F</u> | Proposed courses v | No interest, vould not enroll | Some interest, might enroll | Much interest would enroll |
|----------|------------------------------|-------------------------------|--------------------------------|----------------------------|
| 10. | American literature (507) | 20.9% | 49.1% | 30.0% |
| 11. | Anthropology (503) | 25.6% | 43.1% | 31.2% |
| 12. | Business Administration (485 | | 30.5% | 26.8% |
| 13. | Business English (472) | 49.6% | 29.0% | 21.4% |
| 14. | Economics (455) | 40.9% | 34.3% | 24.8% |
| 15. | English as a 2nd language (8 | | 4.7% | 15.1% |
| 13. | Foreign language | 50) 00,2% | -7 · //o | 1.5 . 1/6 |
| 16. | Spanish (483) | 21.9% | 30.4% | 47.6% |
| 17. | French (415) | 40.0% | 30.8% | 29.2% |
| 18. | Garman (378) | 54.5 | 23.3% | 22.2% |
| 19. | Other (265) | 50.2% | 15.1% | 34.7% |
| 20. | History (480) | 24.2% | 43.1% | 32.7% |
| 21. | Insurance (457) | 54.0% | 28.4% | 17.5% |
| 22. | Investments (494) | 32.6% | 38.7% | 28.7% |
| 23. | Law (477) | 30.6% | 36.5% | 32.9% |
| 24. | Mathematics (476) | 39.1% | 34.0% | 26.9% |
| 25. | Music Appreciation (495) | 33.3% | 36.6% | 30.1% |
| 26. | Philosophy (492) | 25.4% | 37.8% | 36.8% |
| 27. | Political Science (474) | 30.2% | 38.4% | 31.4% |
| 28. | Psychology (481) | 21.8% | 35.6% | 42.6% |
| 29. | Real Estate (485) | 39.8% | 33.4% | 26.8% |
| 30. | Sociology (483) | 27.1% | 36.9% | 36.0% |
| 31. | Vocabulary Building (502) | 24.5% | 30.9% | 44.4% |



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TABLE 2 - Summary of Responses to External College Survey: Total Group and Thirteen Sub-Groups

| | | | Ç. | Age | Age | Work | 4 | - | H | Have | | TV | Inte | Interested |
|-------------------------|-------|---------|--------|--------------|----------|---------|-------|-------|-------|----------|-------|------------|-------------|-------------|
| | 1040 | Volon | re- | 4 / 0 | ٠ ۲ | rull- | Scu- | House | cas | cassette | ğ | Course | in " | ¥ ; |
| | 10ca1 | Males | Sal Bu | 2 | 3 | crille. | denc | Wire | Ies | Q. | res | 2 | res | No |
| No. responding | 669 | 205 | 489 | 364 | 332 | 405 | 92 | 137 | 373 | 317 | 541 | 148 | 353 | 235 |
| | 29.5 | 100.0 | 0.0 | 32.1 | 26.7 | 38.9 | 34.8 | 0.0 | 31.0 | 28.3 | 30.6 | 26.5 | 34.3 | 23.9 |
| | 39.6 | 37.4 | 40.3 | 30.6 | 9.67 | 41.5 | 24.2 | 39,4 | 39.5 | 39.2 | 39.1 | 70.7 | 38.1 | 41.5 |
| % working full-time | 58.5 | 77.2 | 50.9 | 52.1 | 9.59 | 100.0 | 0.0 | 0.0 | 9.95 | 9.09 | 58.9 | 57.1 | 57.5 | 64.2 |
| | 13.4 | 15.8 | 12.3 | 22.6 | 3.1 | 0.0 | 100.0 | 0.0 | 14.0 | 12.7 | 14.3 | 10.2 | 11.8 | 12.9 |
| % housewives | 20.1 | 0.0 | 28.5 | 20.3 | 19.9 | 0.0 | 0.0 | 100.0 | 22.3 | 17.8 | 19.5 | 21.8 | 22.3 | 19.0 |
| % in Armed Forces | 0.1 | 0.5 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.2 | 0.0 | 0.0 | 7.0 |
| | 2.2 | 2.0 | 2.1 | 0.0 | 9.4 | 0.0 | 0.0 | 0.0 | 1.1 | 3.2 | 1.9 | 3.4 | 1.2 | 0.9 |
| Median no. of employees | 80 | | | | | | | | | | | | | |
| | 2 | 115 | 20 | 65 | 80 | 80 | ; | : | 9 | 80 | 20 | 75 | 95 | 20 |
| % having color IV | 63.2 | 65.4 | 62.2 | 62.5 | % | 63.2 | 59.8 | 69.1 | 7.99 | 59.9 | 0.99 | 24.4 | 0.99 | 61.8 |
| % having Black & | | | | | | | | | | | | | | |
| White TV only | 35.3 | 33.2 | 36.3 | 36.6 | 33.8 | 34.8 | 40.2 | 30.9 | 32.3 | 38.8 | 33.5 | 42.2 | 32.3 | 36.9 |
| having no TV | 1.3 | 1.5 | 1.2 | 0.8 | 1.8 | 1.7 | 0.0 | 0.0 | 1.3 | 1.3 | 9.0 | 3.4 | 1.7 | 0.9 |
| having cassette | | | | | | | | | | | | | | |
| tape player | 53.7 | 56.1 | 52.5 | 54.4 | 52.6 | 51.4 | 26.0 | 59.1 | 100.0 | 0.0 | 55.4 | 78.0 | 26.8 | 54.1 |
| ever enrolled in | | • | | | | | | | | | | | | |
| | 78.1 | 80.9 | 6.92 | 79.1 | 77.1 | 78.3 | 82.6 | 76.5 | 80.8 | 75.6 | 100.0 | 0.0 | 87.1 | 70.1 |
| interested in 'Ext. | | | | | | | | | | | | | | |
| Coll" course | 72.7 | 70.2 | 73.8 | 74.7 | 70.5 | 73.3 | 7.09 | 77.2 | 77.3 | 8.89 | 80.3 | 47.3 | 92.9 | 52.8 |
| interested in AA | | | | | | | | | | | | | | |
| | 52.7 | 59.7 | 9.65 | 55.8 | 49.1 | 51.3 | 9.97 | 9.99 | 55.6 | 50.3 | 58.2 | 32.6 | 100.0 | 0.0 |
| MEAN INTEREST LEVEL: | | none, 2 | some, | 3 = 11 | much) | | | | | | | | | |
| Amer. Literature | | 1.81 | 2.21 | 2.08 | 2.10 | 2.03 | 2.00 | 2.26 | 2.14 | 2.05 | 2.10 | 2.02 | 2.1i | 2.10 |
| Anthropology | 5.06 | 1.81 | 2.16 | 2,05 | 2.06 | 1.99 | 2.11 | 2.11 | 2.07 | 2.03 | 2.08 | 1.88 | 2.14 | 1.91 |
| Bus. Administration | 1.85 | 2.03 | 1.76 | 1.87 | 1.82 | 1.93 | 1.69 | 1.70 | 1.89 | 1.83 | 1.86 | 1.79 | 2.03 | 1,55 |
| Business English | 1.72 | 1.74 | 1.70 | 1.75 | 1.67 | 1.76 | 1.53 | 1.70 | 1.79 | 1.65 | 1.73 | 1,64 | 1.90 | 1,39 |
| | 1.84 | 1.89 | 1.81 | 1.87 | 1.81 | 1.87 | 1.80 | 1.76 | 1.84 | 1.85 | 1.88 | 1.67 | 1.98 | 1.55 |
| | | | | | | | | | 1 | 1 | |)) |)) |)) • |

Continued on Page 7.



TABLE 2 (continued)

Mean Interest Level: (1=none, 2 = some, 3 = much)

| English 2nd Lang. | 1.35 | 1.39 | 1,33 | 1.38 | 1.33 | 1.37 | 1.36 | 1.27 | 1,33 | 1,33 | 1.37 | 1.13 | 1.36 | 1.21 |
|--------------------|------|----------|------|------|------|------|------|------|------|------|------|------|------|------|
| Spanish | 2.26 | 2,06 | 2.34 | 2.22 | • | 2.22 | | • | | • | • | | | |
| French | 1.89 | 1.70 | 1.96 | 1.88 | | 1.88 | | • | • | • | • | | | • |
| German | 1.68 | 1.72 | 1.66 | 1.71 | • | 1.66 | • | • | | | | | | |
| Other | 1.35 | 1.85 | 1.84 | 1.32 | • | 1.81 | • | • | • | | | | | |
| History | 2.09 | 2.05 | 2.10 | 2.08 | • | 2.06 | • | • | • | | | | | |
| Insurance | 1,63 | 1.76 | 1.58 | 1.61 | 1.67 | 1.69 | 1.60 | 1.53 | 1.65 | 1.63 | 1,63 | 1.67 | | |
| Investments | 1.96 | 2.07 | 1.91 | 1.85 | • | 2.02 | • | • | • | • | | | | |
| Law | 2.02 | 2.18 | 1.95 | 2.04 | • | 2.05 | • | • | • | • | • | | | |
| Mathematics | 1.88 | 1.88 | 1.88 | 1.% | • | 1.84 | • | • | • | • | • | | | |
| Music Appreciation | 1.97 | 1.77 | 2.05 | 1.94 | • | 1.93 | • | • | • | • | • | | | |
| Philosophy | 2.11 | 2.08 | 2.13 | 2.16 | • | 2.06 | | • | • | | • | | | |
| Political Science | 2.01 | 1.97 | 2.03 | 2.05 | • | 1.97 | • | • | • | • | • | | | |
| Psychology | 2.21 | 2.12 | 2.25 | 2.28 | • | 2.16 | | • | • | • | • | | | |
| Real Estate | 1.87 | 1.92 | 1.85 | 1.82 | • | 1.90 | • | • | • | | | | | |
| Sociology | 2.09 | • | 2.16 | 2.16 | • | 2.04 | • | • | • | | | | | |
| Vocabulary Bldg. | 2.21 | 2.18 | 2.21 | 2,30 | • | 2.18 | • | 2.15 | 2.24 | | | | 2.36 | 1.8 |
| Average | 1.94 | 1.90 | 1.95 | 1.95 | 1.92 | 1.93 | 1.94 | 1.94 | 1.97 | 1.97 | 1.96 | 1.83 | 2.05 | 1.75 |
| № > 2.00 | 10 | ∞ | 10 | 10 | 11 | 6 | 10 | 10 | 11 | 10 | 10 | 4 | 14 | 2 |
| No ≥ 2.00 | 45 | 36 | 36 | 36 | 20 | 41 | 45 | 45 | 20 | 45 | 45 | 18 | \$ | 6 |
| | | | | | | | | | | | | | | |



TABLE 3 - Ranking of Mean Responses to Proposed Courses

- Sub-Groups -

| | - - - - | | | Age | Age | Work | 4 | 1 | Have | Ve | VI | | Inter | Interested |
|--------------------|------------------|----|------|-----|------|---------------|--------------|---------------|--------------------|------------------|--------|----------|------------|------------|
| Proposed Courses | Total | Œ | لترا | 240 | > 40 | rull- time | stu- dent | House wife | casserre Yes No | erre No | Course | se No | fn Yes | 3 % |
| Amer. Literature | 5 | 51 | 3 | 9 | 3 | œ | 01 | 2 | 4 | ۲ | , | 7 | 10 | ~ |
| | æ | 15 | 5 | œ | 7 | 10 | 7 | 7 | œ | œ | ∞ | 11 | 6 | 'n |
| | 97 | တ | 18 | 7.7 | 91 | 12 | 19 | 18 | 16 | 2 | 17 | 15 | 13 | 19 |
| Business English | 19 | 19 | 19 | 19 | 19 | 19 | 21 | 18 | 19 | 19 | 19 | 19 | 19 | 21 |
| | 18 | 12 | 17 | 14 | 17 | 16 | 15 | 17 | 18 | 13 | 15 | 17 | 16 | 19 |
| Engl. (2nd Lang.) | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 | 22 |
| | _ | 9 | - | က | - | - | 7 | - | - | - | - | - | 4 | - |
| | 13 | 21 | 11 | 13 | 14 | 15 | 14 | 11 | 12 | 16 | 14 | 10 | 17 | 11 |
| | 20 | 20 | 20 | 20 | 21 | 21 | 13 | 20 | 19 | 21 | 20 | 21 | 21 | 15 |
| | 16 | 14 | 16 | 17 | 51 | 18 | 15 | 13 | 16 | 17 | 18 | 13 | 21 | 3 |
| | 2 | ^ | œ | 9 | 4 | 4 | œ | 9 | 9 | 9 | 4 | 14 | 9 | 4 |
| | 21 | 18 | 21 | 21 | 19 | 20 | 70 | 21 | 20 | 20 | 21 | 17 | 70 | 18 |
| | 12 | 2 | 13 | 16 | 4 | 6 | 18 | 12 | 11 | 12 | 12 | 5 | 14 | m |
| | σ | - | 12 | ខ្ព | 6 | 9 | 6 | 14 | ∞ | 11 | 10 | 6 | က | 6 |
| | 14 | 13 | 17 | 11 | 18 | 17 | 11 | 15 | 13 | 18 | 13 | 20 | 12 | 17 |
| Music Appreciation | 11 | 17 | 6 | 11 | 6 | 12 | 12 | 6 | 14 | 6 | 11 | 1 | 11 | _ |
| | 4 | 7 | 7 | œ | 7 | က | œ | 'n | 4 | 7 | 7 | 9 | <u>س</u> | 13 |
| Political Science | 0. | 6 | 10 | œ | 12 | 11 | 9 | 10 | 2 | 10 | 6 | 16 | ^ | 2 |
| | 7 | က | 7 | 7 | 7 | ო | 7 | က | 7 | <u> </u> | 5 | 2 | | α |
| | 15 | 2 | 15 | 11 | 13 | 14 | 15 | 16 | 15 | 14 | 7 | 12 | ٠ <u>٣</u> | σ |
| | 2 | 10 | 2 | 4 | 6 | 7 | 5 | ; • | _ | , r _v | ی و | ۲, | 'n | `= |
| Vocabularly Bldg. | 7 | - | 31/ | -1 | 9 | 2 | _ | 7 | ۳, | , , |) r | ٠, |) (| ; • |



TABLE 4 - Percent* of Respondents (Total Group and 13 Sub-Groups)
Checking "Some" or "Much" Interest in Proposed Courses

Sub-Groups-

| Proposed Courses Amer.Literature Anthropology Business Adm. | Total | | |) | • | | | | | | | | | | |
|---|---|--|--|---|---|---|---|--|---|---|---|--|---|---|--|
| ed Courses terature blogy & Adm. | | | | | | full- | Stu- | House | cassette | ette | Course | rse | in | ₩ | <u> </u> |
| terature ology 8 Adm. | croup | Ë | βų | 640 | >40 | time | dent | wife | Yes | No | Yes | No | Yes | 110 | 502 |
| ology 8 Adm. | 57 | 87 | 19 | 62 | 53 | 55 | 19 | 67 | 09 | 99 | 09 | 84 | Z | 52 | 12(01 14 |
| s Adm. | ĸ | 45 | 57 | 29 | 87 | 67 | 89 | 09 | ĸ | 53 | 28 | 38 | \$ | 40 | 6 |
| | 07 | 53 | ጸ | 4 3 | 36 | 42 | 38 | 35 | 0 7 | 7 0 | 43 | 29 | ጟ | 22 | 7 |
| Business English | ጽ | 37 | 33 | 38 | | 35 | 29 | 37 | 37 | 31 | 38 | 22 | 49 | 16 | 0 |
| | 38 | 4 3 | 37 | 45 | 32 | 37 | 45 | 40 | 38 | 7 0 | 42 | 5 6 | 67 | 22 | 0 |
| Engl. (2nd Lang.) | 2 | က | 7 | 7 | ന | 7 | က | 7 | 7 | ო | က | | 7 | 7 | 0 |
| | 24 | 7 8 | S 6 | 55 | 25 | 2 3 | 29 | 59 | 55 | 53 | 28 | 42 | 63 | 43 | 11 |
| | 36 | 27 | 39 | 07 | 31 | X | 38 | 42 | 38 | 33 | 38 | 5 6 | 42 | 26 | 0 |
| | 25 | 27 | 77 | 30 | 19 | 23 | ጸ | 29 | 29 | 5 0 | 28 | 14 | 20 | 17 | 0 |
| | 19 | 20 | 18 | 21 | 17 | 18 | 23 | 21 | 20 | 18 | 20 | 14 | 22 | 11 | 0 |
| | 25 | 21 | 53 | 26 | 87 | 77 | 62 | 59 | 53 | 51 | 57 | 33 | 62 | 41 | 10 |
| Insurance | 30 | 37 | 27 | 33 | 27 | 31 | 35 | 28 | 31 | 29 | 32 | 77 | 33 | 22 | 0 |
| Investments | 87 | 57 | 7 | 97 | 67 | 4 8 | 84 | 67 | 20 | 45 | 67 | 42 | 26 | 38 | 3 |
| | 47 | 19 | 42 | 25 | 42 | 47 | 26 | 45 | 20 | 45 | 51 | አ | 9 | 33 | 9 |
| Mathematics | 17 | \$ | 70 | 67 | 33 | 39 | 20 | 42 | 45 | 38 | 47 | 23 | 26 | 25 | 7 |
| Music Appreciation | | 7 0 | 20 | 20 | 72 | 45 | ĸ | 53 | 47 | 87 | 20 | 39 | 53 | 39 | ئ |
| Phi losophy | 25 | 55 | 52 | 57 | 47 | 20 | 11 | 48 | አ | 25 | 26 | 39 | 29 | 31 | 10 |
| Political Science | 47 | 87 | 47 | ጟ | 41 | ‡ | 28 | አ | 20 | 97 | 53 | 28 | 62 | 31 | 9 |
| Psychology | አ | 25 | z | 9 | 47 | 51 | 63 | 57 | 57 | 20 | 53 | 7 0 | 89 | * | 11 |
| Real Estate | 42 | 87 | 39 | 7 | 39 | 75 | 94 | 3 | 4 3 | 70 | 45 | 32 | 20 | 33 | pred |
| Sociology | 20 | 47 | 25 | ς, α) | 77 | 47 | 62 | K | 51 | 20 | 55 | ቋ | 65 | 31 | 6 |
| Vocabulary Bldg. | ĸ | 26 | 53 | 62 | 45 | 25 | 29 | 53 | 27 | 25 | 58 | 39 | 29 | 36 | 11 |
| In group | 669 | 205 | 489 | 364 | 332 | 402 | 92 | 137 | 373 | 317 | 541 | 148 | 353 | 235 | |
| 50% | 80 | / (of | 6 (22 | 11 | 7 | 5 | 12 | 6 | 11 | ω | 11 | 0 | 15 | - | ! ! ! |
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* Percents based on total number in group

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TABLE 5 - Summary of 'Write-in" Suggested Courses

| COURSE DESCRIPTION | NO. OF " | WRITE-1 | NS" |
|--|---------------|-----------|-----|
| Foreign Language | | | 131 |
| Italian | | . 30 | |
| Russian | | 25 | |
| Japanese | | 15 | |
| Hebrew | | 12 | |
| Chinese | | 9 | |
| Latin | | 6 | |
| Others | | 34 | |
| Sciences | | | 110 |
| | | 62 | 110 |
| Life Science (Biology, Zoology, etc.) | ····· | 28 | |
| Earth Sciences (Geology, Geography, etc. | | 10 | |
| Environmental Sciences (Ecology, Conversa | | 8 | |
| Physical Sciences (Chemistry, Physics, et | | 2 | |
| General | | | 79 |
| English | | | 19 |
| Techniques (grammar, reading) | | | |
| Literature (World, English, Greek Books, | erc.) | 20 | |
| Writing (creative, short story, journali | | 17 | |
| Miscellaneous (linguistics, semantics, h | | | |
| of language, poetry, etc.) | | | |
| Business | | • • • • • | 53 |
| (Business law, finance, tax, marketing, | | | |
| Art | | | 45 |
| Art History, Art Appreciation, | | 27 | |
| Performance (painting, sculpture, cartoo | ning, | _ | |
| ctc.) | | | |
| Interior Decorating | | 6 | |
| Social Sciences | | • • • • • | 45 |
| History (American, English, Orient, Wester | rn | | |
| US, Women, etc.) | | 15 | |
| Ethnic Studies (Afro, MexAmer., Chines | e, com- | | |
| parative cultures) | | 9 | |
| Religions (world, comparative, Orient) | | 5 | |
| Archaeology | | _ | |
| Miscellaneous (sociology, international | | | |
| lations, police science) | | 7 | |
| Home Economics | | | 32 |
| Nutrition | | _ | |
| Consumer Education | | | |
| Child Development | | _ | |
| Others (serving health cale, marriage, a | | _ | |
| family life, etc.) | | 15 | |
| ramerà tregi oppiù illilililililili | • • • • • • • | | |



Page 11.

TABLE 5 (continued)

| COURSE DESCRIPTION | NO. OF WRITE- | INS" |
|--|---|---------------|
| Health Education | 13 | 21 |
| Vocational Courses | .) 11 | 17 |
| Secretarial Sciences | 6 | 15 |
| Medical Assisting Education | | 10 |
| Music | •••••• | 13 11 |
| Humanities | ••••• | 99 9 8 |
| Computer Programming | • | 8 7 |
| Psychology (abnormal, ESP, etc.) Engineering (drafting, civil, mechanical) Mathematics (college algebra, statistics) | ••••• | 7 6 4 |
| Astrology | | 4 23 |
| | TOTAL | 677 |



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SUMMARY AND CONCLUSIONS

This study was undertaken to provide some community input to the college administration relative to initial planning for development of an 'External College" for the district, one that would aim at providing college-level instruction for people unable to attend regularly at one of the eight college campuses.

A questionnaire was sent to about 1,700 community residents, an admittedly biased sample of the community as the sample was selected from a listing of names of people who had previously shown interest, in one form or another, in activities of the college.

Responses received in time for this analysis totaled 609, about 40% of those mailed.

Following are some characteristics of these 699 respondents:

- (1) over two-thirds were female
- (2) median age was forty, with one in five over fifty
- (3) about three fifths were employed full-time (77% of the males, 51% of the females), one fifth were housewives, and about one in seven were students.
- (4) 99% had a TV set, two-thirds a color TV
- (5) over half claimed to have a cassette tape recorder
- (6) over three-fourths had enrolled in a TV class for credit
- (7) nearly three-fourths indicated that they would be interested personally in enrolling in a course in the 'External College," with over half indicating interest in pursuing an AA degree through this "college"
- (9) only two percent of the total group indicated that they were retired, only five percent of those over forty

Following are some observations from the responses pertaining to specific course interest:



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SUMMARY AND CONCLUSIONS (continued)

(9) Courses for which 50% or more of the total group indicated "some" or "much" interest included:

American Literature, Anthropology, Spanish, ... History, Philosophy, Psychology, Sociology, and Vocabulary Building.

(10) Courses which were checked as "some" or "much" interest by 50% of one or more sub-groups categorized by sex, age, or work status (but not the total group) included:

Business Administration: males

Investments: males

Law: males, those under 40, students

Mathematics: students

Music Appreciation: females, those under 40,

students, housewives

Political Science: females, those employed full-

time, housewives

(11) The following courses were apparently of little interest to the respondents:

Business Education, Economics, English as a second language, foreign language other than Spanish, Insurance, and Real Estate

In summary, from the responses of this fairly large but admittedly biased sample, it appears that:

- (1) there is a market for the "External College,"
- (2) the proposed use of cassette-mail mode of instruction should be implemented at least on a pilot basis, and
- (3) traditional liberal-arts type courses are probably the appropriate ones to offer initially

* * * * * * * * * * *



LOS ANGELES CITY COLLEGE 855 North Vermont Avenue Los Angeles, California 90029

August, 1972

Dear Friend:

The Los Angeles Community College District is planning to undertake some new methods for making available college level courses to persons unable to attend regularly at one of the college campuses. We are planning to utilize television, audio-tape cassettes on loan, and some other techniques, possibly including sending instructors to group meetings off-campus.

In making plans for an endeavor of this type, it is essential that we have some input from the community as to their interest in such a program. We have therefore sampled community residents and have selected your name.

It would be of great assistance to us, and we think to you also, if you will complete the enclosed questionnaire and return it to us <u>promptly</u>. It will take only a few minutes and you need not identify yourself. An envelope that needs no postage is enclosed.

Many thanks for your cooperation. We hope to offer some things of benefit to you.

Sincerely,

Ben K. Gold Director of Research

BKG/b Enclosures



Please return to:
Ben K. Gold
Research Office
Los Angeles City College
855 N. Vermont Avenue
Los Angeles, California 90029

EXTERNAL COLLEGE SURVEY, FALL 1972

| 1. | Your sex: Male Female (2) |
|----|---|
| 2. | Your age: Under 21 21-25 26-30 31-35 36-40 41-45 (6) |
| | 46-50 over 50 (8) |
| 3. | What is your primary activity? (Please check one only) |
| | working full-time student housewife Armed Forces (4) |
| | looking for work retired other () |
| 4. | If employed, how many employees are there in the place where you work? |
| | less than ten (1) (2) (3) (4) over 1000 (5) |
| 5. | Do you have a TV set? yes, color yes, black and white only no (3) |
| 6. | Do you have a cassette tape player? yes (1) no (2) |
| 7. | Have you ever enrolled in a TV class for college gredit? yes no (2) |
| 8. | Do you think you personally would be interested in taking a course in the |
| | "External College" as described above? |
| | yes maybe no |
| 9. | Do you think you might be interested in earning an AA degree through the |
| | proposed "External College?" |
| | yes |
| | |



(If your answer to question number 8 was no, please stop here and return the questionnaire; otherwise, please continue. Thank you).

Following are some courses being considered for offering in the "External College." Please indicate your interest by checking one of the three columns for each course listed. Please add suggested courses at the end of the list.

| | | No interest | Some interest | Much interest |
|-----|--|--|--|--|
| | Course | would not enroll(1) | might enrol1(2) | would enroll(3) |
| | American Literature | | | 4 |
| | Anthropology | | | |
| | Business Administration | | ************ | and the second s |
| | Business English | | ************* | |
| | Economics | | | *** |
| 15. | English as a second language | | | |
| | Foreign Language: | | | |
| 16. | Spanish | | | *************************************** |
| 17. | French | | * | 1-40-7-10-10-10-10-10-10-10-10-10-10-10-10-10- |
| 1մ. | German | Photograph To produce the | ************* | |
| 19. | Other | | - | and the same of th |
| 20. | History | | | |
| | Insurance | ************************************** | | - |
| | Investments | | | |
| | Law | | | *** |
| | Mathematics | | | |
| | Music Appreciation | the Control of the Co | · Once of the control | |
| | Philosophy | | * | |
| | Political Science | Management with the party generalists. | | |
| | Psychology | *************************************** | | ************** |
| | Real Estate | Name to be a second | | · annual gamento-upo mas |
| | Sociology | | | |
| 31. | Vocabulary Building | # | | |
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Thank you for your assistance. Please return to Dr. Ben K. Gold Research Office, Los Angeles City College, 855 North Vermont Avenue, Los Angeles, California 90029.

